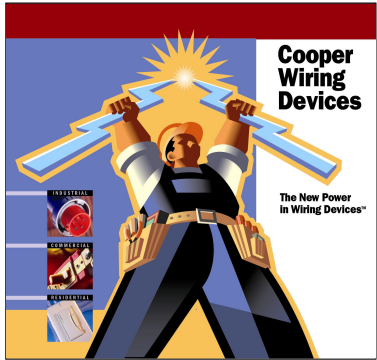




# Carazo Communications

## Business-to-Business Technical Marketing

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Directed re-branding program to distributor partners for Cooper Wiring Devices, a \$300MM division of Cooper Industries, a \$4B Fortune 400 leader in the electrical industry. Integrated program helped increase 2004 sales by 20%, generated over 7500 qualified sales leads, and measured 85% positive reader recall.



*As Marketing Manager for Cooper Wiring Devices, Dan Carazo developed and launched the new unit's branding. The "Cooper Man" marketing program received TED Magazine's "Best of the Best" Award two consecutive years from the National Association of Electrical Distributors.*